We claim:

1. A process for preparing heterocyclic ketones of the formulae (I) or (Ia)

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$$R^2$$
 R^3
 R^1
 X
 (I)

 \mathbb{R}^2

(la)

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by reacting a heterocyclic compound of the formula (II)

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$$R^{1}$$
 H
 H
 H
 H

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with an α,β -unsaturated carboxylic acid of the formula (III)

R³ OH

(III).

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or with its anhydride of the formula (IV)

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$$\mathbb{R}^3$$
 O \mathbb{R}^3 O \mathbb{R}^3

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which comprises performing the reaction in a liquid reaction medium which comprises at least one strong organic acid and at least one water absorbent, where the strong organic acid has a higher acid strength than the carboxylic acid of the formula (III) by adding simultaneously the heterocyclic compound of the formula (II) together with the α,β -unsaturated carboxylic acid of the formula (III) or together with its anhydride of the formula (IV) to said liquid reaction medium, and

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where

- is hydrogen or a C₁-C₄₀ carbon-containing group,

 R² is hydrogen or a C₁-C₄₀ carbon-containing group, or

 R¹ and R² together form a cyclic ring system,

 R³ is a C₁-C₄₀ carbon-containing group and
 - X is an element of the 16th group of the Periodic Table or is a divalent nitrogen group -(N-R⁴)-, where R⁴ is an electron-withdrawing radical which is selected from the group consisting of perhalogenated C₁-C₄₀ carbon-containing radicals and C₁-C₄₀ organosulfonyl groups.
 - 2. A process as claimed in claim 1, wherein X is sulfur.
- 3. A process as claimed in claim 1 or 2, wherein the strong organic acid is a C₁-C₈20 alkylsulfonic acid.
 - 4. A process as claimed in any of claims 1 to 3, wherein the water absorbent is phosphorus pentoxide.
- A process as claimed in any of claims 1 to 4, wherein at least 50% by weight of the liquid reaction medium consists of a mixture of methanesulfonic acid and phosphorus pentoxide.
- 6 A process as claimed in any of claims 1 to 5, wherein the molar ratio of the heterocyclic compound of the formula (II) to the α,β-unsaturated carboxylic acid of the formula (III) is in the range from 5 : 1 to 1 : 100.
- 7. A process as claimed in any of claims 1 to 6, wherein the mass ratio of the heterocyclic compound of the formula (II) to the liquid reaction medium is in the range from 1 : 2 to 1 : 1000.
 - 8. A process as claimed in any of claims 1 to 7, wherein the mass ratio of the water absorbent to the strong organic acid is in the range from 1:99 to 25:75.

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9. A process as claimed in any of claims 1 to 8, wherein the reaction is carried out in the temperature range from 20 to 200°C.